

# Using Web 2.0 Technologies to Push E- Resources

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# Question: Where do students first go to for research?

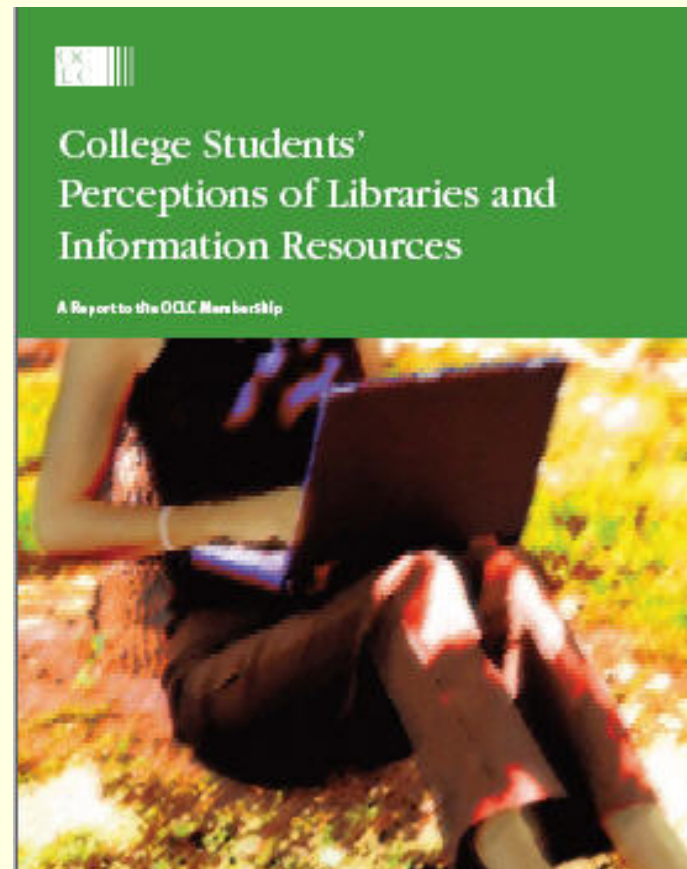
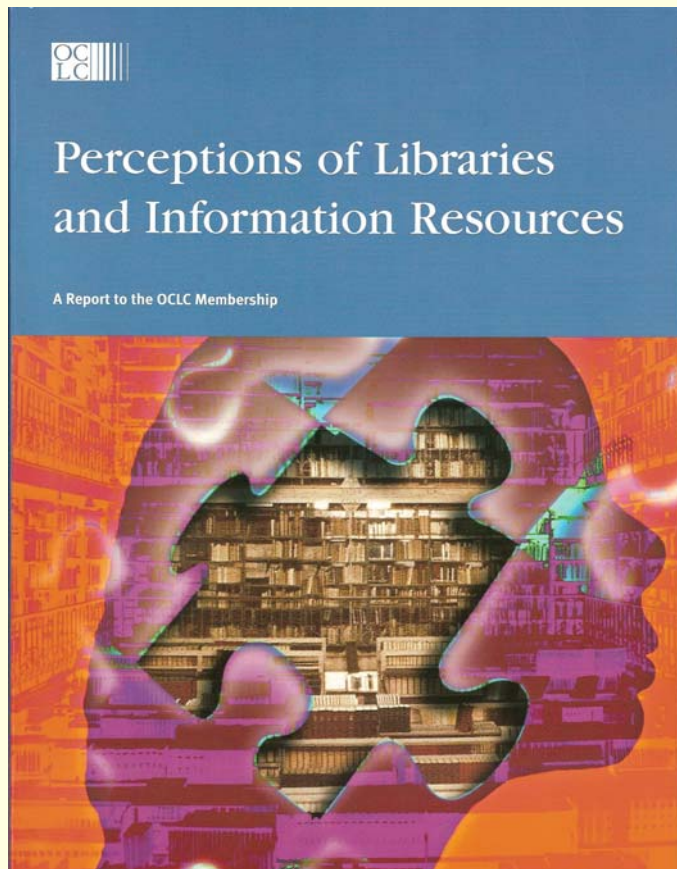
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Library Website or Search Engine



# The OCLC Perceptions Reports

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# Where do you start an info search?

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Start at...	Total	Students
Search engine	84%	89%
E-mail	6%	1%
Topic specific web sites	2%	1%
Online news sites	2%	1%
IM	1%	0%
Online bookstore	1%	1%
Online database	1%	2%
Library web site	1%	2%

# Awareness of what's available

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Service	Total	Students
Library web site	33%	8%
Online library catalog	35%	8%
Online reference materials	41%	23%
Downloadable audiobooks	54%	44%
Online databases	58%	31%
E-journals	58%	32%
E-Books	60%	42%
Online reference services	63%	42%

# Break out of library website prison!

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Adopting new technologies referred  
to as Web 2.0  
or Social Software

# Web 2.0 Definition

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Second generation of Web-based services and tools that emphasize online sharing and collaboration among users.

It also refers to the transition from static HTML Web pages to a dynamic Web that is organized and based on serving Web applications to users.

# Examples:

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## Web 1.0

Britannica Online

Static Websites

Email

Favorites/Bookmarks

Endnote/Refworks

Alerts by email

Mapquest

Microsoft Word

## Web 2.0

Wikipedia

Blogs & Wikis

IM chat

Tagging (Del.icio.us)

CiteuLike

RSS feeds

Google Maps

Google Docs



# List of Web 2.0 Tools

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- Blogs & RSS Feeds
- Podcasts
- Video Sharing & Photo Sharing
- Mash-ups
- Social Bookmarking & Tagging
- Social Cataloging
- Social Office Suites
- Wikis
- Screencasting
- Social Networking

# What is a Wiki?

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## Wiki definition

Wiki = Quick (in Hawaiin)

# Blogs

vs.

# Wikis

**Organized in reverse  
chronological order**

**A person owns their posts**

**Only author can edit**

**Posts are permanent**

**Personal Journal**

**Content not arranged  
by date**

**No one owns content**

**Anyone can edit**

**Work in progress**

**Collaborative Website  
or CMS**

# Wikis as Subject Guides

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- [Georgia Tech Library Website](#)

## Subject Guides:

Public Policy

Political Science

Philosophy

Law

# Wikis as Subject Guides

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- [Ohio State University Biz Wiki](#)

# Wikis: Other Uses

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- Staff Intranet (Georgia State Library)
- FAQ or Knowledge Base (Georgia Tech Library)
- Planning space for a conference
- Presentation software

# Wiki Software

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PBwiki

Wetpaint

Jotspot

# What is Screencasting

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- Screencasting definition
- Basically, a movie of what a user sees on their monitor



# Example: Searching Lexis Nexis

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Georgia Tech Library Website

# Example: You Tube

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- Youtube

# Benefits

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- Virtual method to demonstrate using library e-resources
- Students can view it anywhere & anytime
- Great for distance learning students and for international students

# Screencasting Software

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Commercial (easier to use)

Camtasia Studio (\$299 retail or \$180 )

Macromedia Captivate (\$600 retail or \$200)

Free (more difficult to use, fewer features)

Wink

Camstudio

# What is Social Networking?

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- Social Networking definition

“As of 2005, there are over three hundred known social networking web sites.”

# Social Networking

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- Used to post information about yourself (or library) and meet people with similar interests. Individuals can choose to “friend” you or not.

Examples: Friendster, LinkedIn, MySpace,  
Facebook

# Who's Using them and how much?

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## Teens

“55% of all online American youths ages 12-17 use social networking sites’ (Pew)

“48% of teens visit social networking sites Daily or more often; 26% once a day, 22% visit several times a day” (Pew)

# It's not only students...

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## Adults

Social networking has permeated not only students' lives, but professors and librarians' as well.

“Users between ages of 35-54 now account for 40.6% of the MySpace visitor base”  
(ComScore)



# Other Benefits

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- Free
- Easy and quick to create
- Choose level of detail for profile. Pictures, religious preference, political preference, marital status
- Can be public or private

# Can be used to....

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- Make contact with students and other librarians
- Announce new library services/resources
- Provide a forum for student questions & conversation about the library and its E-resources.

# Marketing your page

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- Varying levels of “friend recruitment”

Brian Mathews of Georgia Tech has a more proactive approach

[Do you Facebook? Networking with students online.](#) *College & Research Libraries News*, May 2006.

You can also ask instruction librarians to mention the services in their classes, or leave cards at the reference desk.

# What is Google Scholar?

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## Google's Definition

Search of scholarly resources. Free and comprehensive federated search option. Requires no authentication to search, but will require authentication (from your school) to view full-text articles.

# Google Scholar – Why use it?

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*“Librarians and scientists were asked to name the top scientific and medical search resources that they use or are aware of. The difference is startling. Librarians named Science Direct, ISI Web of Science, and Medline, while scientists named **Google**, Yahoo, and PubMed”*

*(2005 Survey by Elsevier- Science Direct)*

# How are their results compiled?

## It's still a mystery

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“Like Google.com, we crawl and index a number of websites and repositories to create an index of scholarly content. We crawl openly-available materials online and have partnerships with nearly all major academic publishers”  
(Personal email from Google rep).

# What document types are included?

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Currently covers journal and conference papers, preprints and postprints, technical reports, theses and dissertations, abstracts of academic papers, textbooks, and other similar material from all broad areas of research.

“Google Scholar includes academic papers as well as some documents that are cited by academic papers”

(<http://scholar.google.com/intl/en/scholar/about.html>)

# How is your library involved?

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- In addition to a listing of relevant hits, each entry will guide the student toward your school's databases and print catalog.
- Demonstration: [www.scholar.google.com](http://www.scholar.google.com)



# Benefits

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- Allows student to search in a familiar interface
- Students comfortable with Google's natural language searching
- They are already searching basic Google – Scholar gives them easy access to your library e-resources

Allows exporting citations to Endnote,  
Refworks, Bibtex

# Drawbacks

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- No metadata or controlled vocabulary
- Publisher coverage not comprehensive
- Often includes duplicate citations
- Mix of various formats can be confusing
- Full-text availability links can be confusing  
(but that issue isn't specific to Google Scholar)

# How to get started

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- Their info page provides instructions for librarians and patrons (both must configure their computers in order to receive school-specific links.)
- Librarians:  
<http://scholar.google.com/intl/en/scholar/libraries.html>
- Patrons:  
<http://scholar.google.com/intl/en/scholar/librarylinks.html>

# Web 2.0 Technologies are the answer

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Push your libraries e-resources where your users are!

Increase discovery and use of e-resources!

# Parting Thought

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**“Only librarians like to search,  
everyone else likes to find”**

Roy Tennant

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